



## **ELECTRONIC THESIS AND DISSERTATION UNSYIAH**

### **TITLE**

**PENGARUH KEAHLIAN SELLER TERHADAP SUPPLY CHAIN RELATIONSHIP DAN DAMPAKNYA TERHADAP KEPUASAN PELANGGAN (STUDI PADA USAHA MEUBEL DI KOTA BANDA ACEH)**

### **ABSTRACT**

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Tujuan penelitian adalah untuk mengetahui (1) pengaruh keahlian seller terhadap kepuasan pelanggan, (2) pengaruh keahlian seller terhadap supply chain relationship, (3) pengaruh supply chain relationship terhadap kepuasan pelanggan, (4) pengaruh keahlian seller terhadap kepuasan pelanggan melalui supply chain relationship sebagai variabel mediasi. Penelitian ini dilakukan pada Usaha meubel di Kota Banda Aceh. Objek penelitian berkaitan dengan pengujian pengaruh keahlian seller dan supply chain relationship terhadap kepuasan pelanggan. Adapun jumlah responden dalam penelitian ini adalah sebanyak 50 usaha meubel di Kota Banda Aceh yang diambil secara convenience sampling. Peralatan analisis data yang digunakan dalam penelitian ini adalah regresi bertingkat (hierarchical linier methods) yang dioperasikan dengan software statistics package for social science (SPSS) versi 21. Hasil penelitian keahlian seller berpengaruh terhadap kepuasan pelanggan, keahlian seller berpengaruh terhadap supply chain relationship pada Usaha meubel di Kota Banda Aceh, kemudian supply chain relationship berpengaruh terhadap kepuasan pelanggan pada Usaha meubel di Kota Banda Aceh serta hasil penelitian ini juga mengungkapkan bahwa keahlian seller berpengaruh terhadap kepuasan pelanggan melalui supply chain relationship sebagai variabel mediasi.

**Kata Kunci:** Keahlian Seller, Supply Chain Relationship dan Kepuasan Pelanggan

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The purpose of study is to find out (1) the effect of seller expertise on customer satisfaction, (2) the effect of expertise seller to supply chain relationship, (3) the effect of supply chain relationship to customer satisfaction, (4) the effect of seller expertise on customer satisfaction through the supply chain relationship as a mediating variable. This study was conducted on small and medium industrial enterprises (IKM) in the Banda Aceh city. The object of study related to testing influences and supply chain expertise seller relationship to customer satisfaction. The number of respondents in this study were 50 furniture business in Banda Aceh taken by convenience sampling. Equipment data analysis used in this study is a multilevel regression (hierarchical linier methods) which is operated by software Statistics Package for Social Science (SPSS) 21th version. Results of study expertise seller effect on customer satisfaction, expertise seller affect the supply chain relationship in the small and medium enterprises in the city of Banda Aceh, and supply chain relationships influence on customer satisfaction in the small and medium enterprises in the city of Banda Aceh and the results of this study also revealed that seller expertise effect on customer satisfaction through the supply chain relationship as a mediating variable.

**Keyword:** Expertise Seller, Supply Chain Relationship and Customer Satisfaction